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Student Services

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GOVERNORS STATE UNIVERSITY
Park Forest South,
60466

INNOVATOR

Community News Service

VOL. 3 NO. 14 September 9, 1974

who's
who

Administration
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University President

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Executive Assistant to the
President

Gerald Baycore
Assistant to the President

Thomas Layzell
Administrative Vice President

Richard A. Lazarski
Administrative Assistant Vice
President

Mary P. Endres
Vice President for Academic
Affairs

Douglas Q. Davis
Assistant to the Vice President
for Academic Affairs

Albert H. Martin
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Academic Affairs

Collegial Administration

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Dean, EAS
Peter Fenner
Assistant Dean, EAS

Rubin V. Austin
Dean, BPS

Gordon A. Cochrane
Assistant Dean, BPS

Roy T. Codgell
Dean, HLD

Alfonso Sherman
Dean, CCS

Clara B. Anthony
Assistant Dean, CCS

University Advocate
Paul G. Hill

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Director of Financial Aids

Cora Burks
Assistant Director of Financial
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Leo Wagner
CCS

Frank Halper
HLD

Tom Novak
BPS

Research and Innovation

Nathan Keith
Coordinator of Research and
Evaluation

Virginio L. Piucci
Vice President for R. & I.

David V. Curtis
Assistant Vice President for
R.

WELCOME TO GSU

What's what

Financial Aids (FA) -- The office that makes it possible for many GSUers to attend who might not otherwise. It disseminates information on grants, scholarships, loans and other means of financial aid. It determines eligibility for a given means of aid which best fits your needs and requirements.

Cooperative Education (Coop Ed) -- the means by which a student can earn while he learns, both financially and academically. It is in effect an on-the-job training program geared to the needs of the student and the community.

Research and Innovation -- The wing of the university responsible for determining the need for and the types of changes in order for the university to remain viable and flexible in responding to the activities happening around it. This unit scans the environment and reports back to those responsible for implementing and maintaining changes. It recommends new directions for exploration in conjunction with outside agencies.

Instructional Communications Center (ICC) -- functions as a unit which produces learning materials for all four colleges as well as a source for communications materials (graphics, typography, photographs) for the Office of Communications publication (Phase 1) and the Innovator.

Learning Resources Center (LRC) -- maintains and distributes informational material in the media formats of print, film and recordings. It is accessible to all GSU students, faculty and administrators, as well as to members of the surrounding community.

The Innovator -- the student newqer of GSU. It is published bi-monthly and is the primary source of information to GSUers as well as the means of expression for its readers. Its services include free publication of classified ads for all students.

Phase 1 -- the weekly publication put out by the Office of Communications. Like the Innovator, it too is an essential source of information, though its orientation is more toward faculty and other professional people at GSU.

The University Assembly -- University policy reviewing and recommending organization. Its thirty-three members include students, faculty, civil service staffers and community representatives. Its six standing committees, open to anyone, are:

Committee on Educational Programs and Policies
Committee on Human Services
Committee on Fiscal Resources
Committee on Physical Resources
Committee on Governance
Committee on the Future

Student Services Advisory Committee (SSAC) -- eight member organization primarily responsible for apportioning and generally supervising expenditures of student activity fees to recognized activities and organizations.

University Advocate -- the person to whom you go with problems which no other campus organization can solve. His job is helping you find answers to questions as well as solutions to problems.

Student Services -- conglomerate which provides students with counseling, recreational activities, testing and health services. It is this office that you go to for photo i.d.'s, lost and found and lockers.

Instructional
Center

William McCavitt
Director of ICC

Ralph Kruse
Coordinator of Television
Production

bring you up against a wall (or the wall, depending upon your particular persuasion).

A right at this point would bring you into ICC. It flanks the overhang on the right as you enter the building.

1) If you were to make a right, you would have had to make a decision, based on what you saw, as to where you wanted to go. Once past the elevator, on the left you would see the Hall of Governors. It might be occupied by loungers, as that activity is predominant in that location. If you did not choose to go left, a straight course would

Assuming you have found this place, and if you're reading this then that's a safe assumption, you most likely entered via the main entrance under the overhang.

Having entered the door you were posed with five possible alternative directions in which to go. The building directory next to the elevator may have helped you decide.

If EAS and not CCS was where you wanted to go, A building houses it and is adjacent to B building. Go through CCS and make a right at the corridor. EAS occupies the first and second floors of A building.

3) If you went up to the third floor, and that's as high as you can legally go here, as you leave the elevator you can go four ways: A right takes you to BPS. A left to the Administrative and Communications offices. Straight ahead (with a slight left and then a slight right) takes you into HLD. Directly opposite HLD is the stairway down.

4) Back at the entrance, to the left of the stairway, a right will bring you into the Hall of Governors.

However, if you turn left when you enter the building and keep going you will enter D building which houses Admissions and Records, Financial Aids, Coop Ed., Veterans Affairs, the Cashier, and the Business Offices.

5) Once you enter the Hall of Governors (C building), a right will take you through the cafeteria. Continuing on you will pass the book store. Keep going and you enter B building. Go through that and you're in A building.

If in the Hall of Governors you make a left at the Community Conference Room, you will be on the threshold of Student Services. If you make your left at the glass wall facing the lake, you will be entering E building. On your right will be the Theatre. Directly opposite that will be the Innovator Office, or to those of us who function there, God's Little Acre.

Continuing through E building will take you through a glass partition into F building. This area houses mostly classrooms. If you keep going through F, you will come upon the corridor which leads to the Gym and its adjacent appendages (locker rooms and such).

If you're lost after reading all of this, don't let that bother you. You have just met the first criterion for becoming a GSU student.

GSUA 580-1

What's
where

Exploring The New Editorials Challenging The Old

The views expressed here are not necessarily those of the University.

...Credo...
To boldly go where no other newspaper has gone before in
pursuit of honesty, fairness and truth in all that we publish.

Herbert Williams
Ramonita Segarra

Robert A. Blue
Anthony C. Wardynski
Douglass Pilzer
Reginald Kelly

editor and Chief
Associate Editor
News Editor
Managing Editor
Journalist at Large
Business Manager

INNOVATOR staff

The time that was

Two years ago, when I first came GSU, I imagine I must have felt as most people do entering into a new and different place and phase of their life.

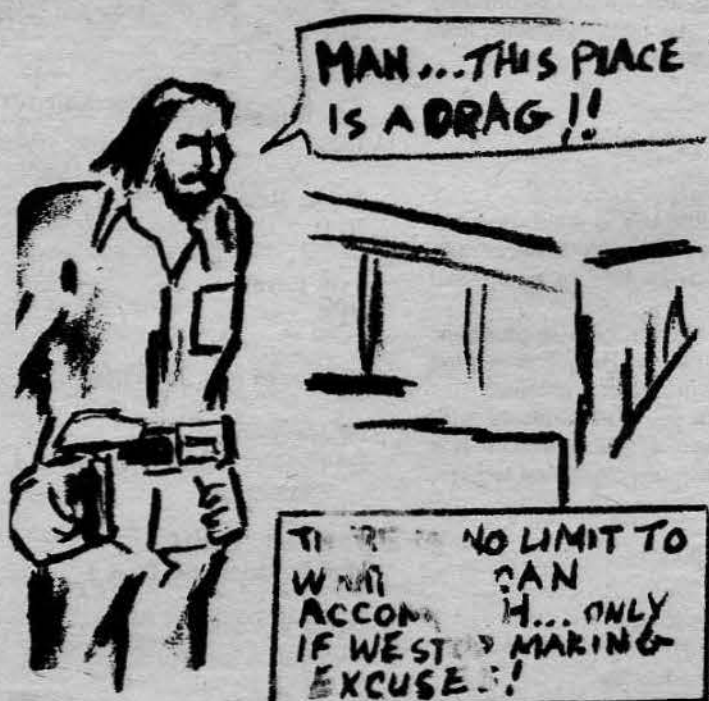
While I can't verbatim remember my first few days (at GUS) I do remember that the atmosphere was something different from other new and different places that I had ventured to. There was a relaxed and comfortable atmosphere that made a heck of a difference in my becoming "adjusted" to being in a "new and different" place that I had never encountered at some other places. I liked that feeling. I liked the relaxed, comfortable and personal aura that seem to pervade the atmosphere.

I suppose my senses were even more heightened because it was a "new and different" place with new and different faces, none of whom I knew (but were soon to know very well.) There was something about the Mini-Campus itself that evoked a closeness, a togetherness, a peopleness. Withstanding all of its problems (growing pains, racial and sexual conflicts, etc.), GSU was really a beautiful place to be. It was different, it did offer promise, and it did try to be all it started off to be (innovative, creative, humane, etc., etc., etc.).

Yet, all of that seems so long ago now; like it was ten years or even a hundred years ago instead of just two years. Now that I reflect back, there seemed to be a fervor among many GSU'ers as to when we would be moving to the permanent campus. The password became the three B's: bigger, brighter, and better.

Well here we are, yet something's missing. Our civil servants are forced to go on strike and lose pay in order to effect equity of treatment and rights. We students are forced from one cattle line to another in order to register for classes (oops modules) only to be told "sorry, that module is closed," "you have to have the signature of your advisor" "this is not the S-O section - this is the N-D section", "so sorry- you can't register til tomorrow". The relaxation and comfortability is superficial at best.

There is no closeness, togetherness, or peopleness. For the most part we have become impersonal beings resorting to the time old methods of status quo traditionalism. All that makes up a human being (names, faces, feelings, wants, needs) is engulfed by serial numbers, social security numbers, i.d. numbers, quota numbers, pay check numbers, numer numbers. We're going alright, but not towards progress - we're going to hell. Oh well! I've at least gotten it off my chest - so whatever.



pushes voter

Godfrey, Illinois: On August 23rd and 24th the AISG held it's board meeting at Lewis and Clark Community College. Among the issues discussed and what appears to be the major thrust of the AISG was the issue of voter registration. As the student representative from Governors State, this expression

of opinion is intended to arouse any and all GSU student to help me setup facilities to register non-registered students. Are there any students interested?

Also discussed was the issue of fall campus concerts. There has been some success in having concerts but they too involve serious work and planning. Ideas are of course welcome from the student population.

The AISG has gained much recognition from state representatives as well as other elected officials. As a organization, AISG has been functioning since November 1971. The Association was responsible for students being named to boards of trustees in 1973 by the Governor and the superintendent of public instruction for the first time in the history of Illinois, and, in the first student-generated piece of legislation ever to be introduced in the general assembly, created the law putting a student member on the board of every public university and community college in the state. There are many other activities begging the attention of AISG. Here at GSU we should be about the business of setting up structures which more tho ghly represent the multi-variate student population.

As the AISG, GSU liaison future plans and activities of the former will be reported to the INNOVATOR.

Robert A. Blue
Rep. to SSAC



By Robert Blue

Blue Notes



GSU is You

How come it had to come to this? Weren't we supposed to be the model of intercultural and intergovernmental cooperation? And yet here we are G.S.U., everyone of us teetering on the verge of retrogression! Now who's gonna take the weight? It is fact we are witnessing a deterioration of patience to try the bold, the daring, the innovative, why wait around for complacency to set in; space.

All of us share equally in the rewards and share equally in the failures of G.S.U. There are those who came and demanded the responsibility of individual creativeness; yet once confronted with the option; refuse to create! And it doesn't stop here. There were those who came in search not of individual assertiveness; but out of a profound desire to share experiences gained on traveling lifes road!! The parade of characters is almost endless; their commonality lay wrapped up in a place called G.S.U.

But are we all really trying to deal with the possibility of being wrong? Wrong about what it takes for different people to deal with different things. Such as what would it have taken to avert this confrontation. Why was this "allowed" to happen. Why did we students allow it to happen. And why Dr. Engbretson, and why Board of Governors; how could it have been prevented? Perhaps it is too late to ponder such questions. The "confrontation" since has passed into negotiation.

It has been said; that to demonstrate is to have miscommunicated a message. What messages did the civil service worker communicate to those whom they are responsible; and what message did they receive? Was there any advance warning shots fired before GSU became one step closer to a separate reality; that being we are not as harmonious and tolerant of new ideas and methodology as we perhaps would like to be!! Have the dreams and hopes of a "open and humane and innovative" educational environment become polluted by indifference and cancerous insensitiveness to each other?!!

A brave GSU now you lay exposed to the would; still in your infancy as you struggle to be recognized as mature!

The questions are many. Are each of us seeking a place to lay blame? Do we all gather at this place only to exchange knowledge but not to also experience knowledge? Do we give and receive in truth and honesty? Or are these thoughts and actions out of place here at GSU? questions, questions, questions, so many questions. And of course there is no blame? There are only excuses as to why "it" can never be. GSU will never work for you if you wait to be told how to recognize your contribution to "it". GSU will expect you to empty your knowledge in some "community" cause to demonstrate your competency to deal with "it". GSU will not work for you if you bring yesterdays tools expecting to deal with todays problems and methods of comprehending "it". And what "it" is; is what "it" is!!!

We are all GSU for whatever it is worth; or the value placed upon this institution by any of us; we still will have to for a time live and work together here. The responsibility of building the concept and mandate fall upon none except everyone! As you strive to become, dare not forget where you've been. Lest you must become once again!!

Together we can make it better

What this place needs more than anything else at this particular point in time is dialogue. It can not function as an innovative entity without a free flow of information.

And to that end the Innovator is essential as a vital means of disseminating information as well as providing a means of expression for its readers.

The Innovator is staffed by six students much like yourselves. Being students we can readily relate to the needs of students. Like most of you we have been and are being put through changes. We've paid and will continue to pay dues as students, journalists and members of the GSU community.

And paying dues takes its toll. Sometimes it wreaks havoc with our personal lives. It plays hell with our academic endeavors. It challenges our creative abilities. It demands a lot of time. It draws upon our energy resources.

Paying dues means caring. It's as simple as that. It means chasing down stories all over the building and in the community. It means typing, writing, re-writing and editing stories. It oftentimes means angry exchanges and bruised egos. It means functioning as a unit and that oftentimes means sacrificing a little identity. It means compromising.

Caring hurts. But not caring hurts even more. It hurts us as persons and as members of the GSU community.

We are six who care about communicating. Three of us are black, two are white and one is a chicano. We're all learning. We're all trying. Each of us gives something towards the end of establishing dialogue - of maintaining open lines of communication. Our hassles are many. The praises we get are few.

Yet this rag is not what we want it to be. It is rather what you allow it to be. Join us and together we can make it better.

Tony Wardynski

GSU gets SOC

An educational network of colleges and universities to serve the mobile serviceman and woman will include Governors State University.

The new Servicemen's Opportunity College has

designated 121 educational institutions, and more than 100 additional institutions are being considered. Numerous institutions have indicated their interest, are considering application, or are reviewing

their own policies in light of SOC criteria with an expectation that adjustments may make possible their participation in SOC.

The educational network allows servicemen and women to move from random educational efforts into program-completion efforts. It allows maximum coordination of opportunities among institutions. "In short," an announcement said, "SOC creates an educational environment — a network — which understands and assists the mobile serviceman."

The SOC is a project of the American Association of State Colleges and Universities and American Association of Community and Junior Colleges.

The Department of Defense, United States Navy, United States Marine Corps, United States Army, and United States Air Force are among 18 cooperating agencies.

The 1974-75 catalog is available from SOC/AASU, 1 DuPont Circle, Suite 700, Washington, D. C. 20036.

The 1974-75 catalog has been distributed through the military services, to assure it is easily available to servicemen and women. The catalog is also available from SOC/AASU, 1 DuPont Circle, Suite 700, Washington D.C. 20036.

The director of SOC, Dr. James F. Nickerson, commented:

"We have been encouraged by the enthusiastic reception of the SOC principle by civilian higher education institutions, and by each of the military services and service personnel who are most directly affected by this project.

"It continues to be a belief of all the cooperating associations that this program services a vital national interest."

Student Services, Financial aids get new directors

Ill.—New directors of student services and financial aids have been appointed at Governors State University.

Robert L. Lott, assistant to the vice president for student affairs at Iowa State University in Ames, will be director of student services.

Herbert Robinson, director of financial aid at Lincoln University in Jefferson City, Mo., will be director of financial aids.

Lott succeeds Dr. Paul G. Hill, who has become university advocate at GSU. Robinson succeeds Richard S. Allen, who became financial aids director at Malcolm X College in Chicago.

Lott joined Iowa State University as assistant dean of students in 1971, after serving with Eastern Michigan University as counselor-coach, Highland Park Junior College as counselor-teacher-coach, Fort Wayne, Ind., Central Catholic high school as teacher-coach, and

Ford Motor Company Lincoln Mercury division as personnel representative.

He is president of the board of directors of both the Iowa State University YMCA and at Black Cultural center. He was graduated from Marquette University, received his master's degree from Indiana State University, and at Eastern Michigan University has done graduate work in guidance and counseling as well as administration in student personnel.

Robinson joined Lincoln University as assistant director of admissions and records in 1967, and for a period since was in the Army. He was graduated from Philander Smith College in Little Rock, Ark., received his master's degree from Lincoln University, and plans further graduate work in education with concentration in personnel administration.

State leaders support AISG's student voter registration drive

"...Each student must perform one step on his own: he or she must fill out the simple registration form. Please do that. Give yourself the chance to make an important decision."

Dan Walker
Governor, Illinois

"I enthusiastically applaud the efforts of the Association of Illinois Student Governments to increase young people's awareness of and participation in the political process...Now that the vote has been extended to those 18 and over, it is important that everyone care enough to take part in deciding the future of this country. Your registration and get-out-the-vote campaign is a positive step in that direction, and I hope local officials near the 26 campuses will cooperate to make it a success. You have my hearty endorsement and my best wishes."

Neil F. Hartigan
Lieutenant Governor

"I want to lend my support and encouragement to the AISG's effort to register Illinois' college age voters and to urge them to participate in the forthcoming elections...the right to register and to vote was not automatic. In many ways, it was hard-won on the campuses, but it was won because a great many people cared and because they participated. Today, there are other battles to be won in the election booth, but they can only happen if people care and if they participate. I wish the AISG success in its voter registration drive for a truly representative voter response in this year's elections."

William J. Scott
Attorney General

"...I am pleased to lend my full support to your important undertaking of voter registration of college students. The Association of Illinois Student Governments is to be commended for its efforts in registering students in Illinois' universities and junior colleges. My best wishes for continued success in this undertaking."

Michael J. Howlett
Secretary of State

"I want to complement the Association of Illinois Student Governments, Inc. on the group's current voter registration drive on University and Jr. College campuses. Regardless of the party affiliation which new voters may choose, one of the most important responsibilities people have is to cast a vote for the candidate or issue of their choice on election day. I urge the already-elected public officials in Illinois to lend their full support to AISG's registration efforts."

George W. Lindberg
Comptroller

"I strongly support the Voter Registration Drive sponsored by the Association of Illinois Student Governments. I have worked closely with AISG during my administration as State Treasurer and I have always found your organization constructive and cooperative. I hope local elected officials throughout the State will participate in this Voter Registration Drive on the college campuses of Illinois, and I urge them to do so."

Alan J. Dixon
Treasurer of State
of Illinois

"As you know, I have long believed that young people should be actively involved in our public life — that it is our youth, perhaps more than any other age group, which has provided our politics with a sense of conscience in recent years. It is for that reason that I enthusiastically endorse the AISG's plans to launch a pervasive voter registration campaign on the campuses of Illinois' colleges and universities. If the crucial issues facing Illinois and the nation are to be resolved in the coming years, we must have a citizenry which is not only well-informed but legally equipped to exercise those prerogatives associated with good citizenship, including the right to vote."

Michael J. Bakalis
Superintendent of Public
Instruction

"...With your citizenship you have a duty to add your thoughts to those of others who hope for a better world. One of the most effective means to have your voice heard is by being a registered voter...It is most important for students to learn of both the advantages and responsibilities of their citizenship. I think the Association's efforts indicate that they are aware of what citizenship really means."

Don W. Adams, Chairman
Illinois Republican State
Central Committee

The Skulker harangues

Rejoice. The weeds have been cut. The ragweed is shorn. The thistles have been detassled. It does the old Skulker's heart good to know that he is indeed listened to. At least I would like to think that that's what prompted this long overdue activity.

At any rate, there is another reason to rejoice. A certain stainless steel implement absolutely essential to my psychological well-being has been found. No more burnt fingers or inhaled sulphur gang.

Speaking of inhaling, a certain GSUer was reported to have been in need of inhalation therapy after perusal of prices in the cafeteria and vending machines. The caf. people must think students are overendowed with coinage. \$.30 for a can of pop is obscene. This debacle should be looked into, Innovator people, before one will need financial aid just to eat here.

By the way, the last front page headline enthralled me. Not only was the university stricken. It looks like the Innovator was. Why don't you guys start covering some stuff? Remember, accreditation commeth, or does it. I thought "Age Before Beauty, Pearls Before Swine" was a gem of a headline. It shows that there is indeed some talent in terms of writing ability amongst you guys.

Meanwhile, winter approacheth. One wonders if this place will be heated, based on the apparent lack of air conditioning in A and B buildings.

There really are a lot of things wrong with this place. Together they could pull it down. But the Skulker will make an attempt to keep that from happening. I will point up what's wrong. It is up to you to right the wrongs.

Until the next ish., I remain the everpresent, ever watchful Skulker. So beware! Watch what you dare!! For no one is sacred. So take care. Lest I give you a scare.

KLUB KORNER

Governor's State University now has an organization for students and area residents interested in planning. The new organization is Planning Network, which is the student branch of the American Institute of Planners.

The club extends an invitation to anyone interested in discussing planning theory, techniques, or just meeting others interested in planning.

Meetings are planned for September and October. For further information, contact Michael Steele, c/o College of Environmental and Applied Sciences, Box 551, Governor's State University.

Tryouts for "Antigone," to be presented by the Governors State University theater in late October, will be held in the theater at GSU, off Stuenkel road in Park Forest South, at 7:30 p.m. on September 4, 5 and 6.

Eight men and four women make up the cast of this Jean Anouilh classic, selected as the first major production for the new theater facility on the permanent GSU campus. Dr. Mel M. Slott, university professor of theater, will direct; Dave Reeve, university professor of theater arts, has charge of scenery and lighting.

Tryouts are open to all; interested persons need not be university affiliates. For further information telephone Dr. Slott at 534-5000, extension 2119 or 1143.

INNOVATOR PUBLISHING AND ADVERTISING DEADLINES

The paper will be on the street:

9/9/74
9/23/74
10/8/74
10/22/74
11/11/74
11/25/74
12/9/74
12/23/74*
1/13/75
1/27/75
2/10/75
2/24/75
3/10/75
3/24/75
4/14/75
4/28/75
5/12/75
5/26/75
6/9/75
6/23/75

Advertising must be in by:

7/25/74
8/8/74
8/22/74
9/5/74
9/19/74
10/3/74
10/17/74
11/7/74
11/21/74
12/5/74
12/19/74
1/9/75
1/23/75
2/6/75
2/20/75
3/6/75
3/20/75
4/10/75
4/24/75
5/8/75
5/22/75
6/5/75
6/19/75

* date subject to change relative to holiday scheduling. Please to note: All copy, press releases etc. should be submitted five (5) days prior to "ON THE STREET DEADLINE"

message is in search of a medium

for the
better than amateur,
amateur!

Right

Deep down ins

THIS SHOULD BE LIKE MUSIC TO YOUR EARS!

Twenty years ago, we
dreamed

Today, something we do
will touch your life.

perfect
you
Now is almost

That's the

To know
ou're the
you can

Do it eve
your life

Listen
make sure you
get what's coming
to you.

tNow

where it really



it's in
ocus before

as opening your eyes.

beauty of being

st
e!
day of



Sometimes
it's your
point of view.



See
the 'Shore'
ore of
Everything

WE'VE
JUST MADE
AVAILABLE
LIGHT A
LITTLE MORE
AVAILABLE.

THE
FOREIGNERS
REVEAL
THE REAL
NITTY
GRITTY

More power to you

OWNERS GRO

'all each shot
the way
you feel it

tools & techniques
by CORA WRIGHT KENNEDY

Stand back and look close

The world
palm of your
hand

and you already own
one of its most useful accessories

We
couldn't
have
said it
any
better.

Now you see it.
Now they don't.

by TIM MANDEL

Focus on the American Marketing Association conference

by Emmanuel A. Gabriel

The American Marketing Association 1974 Marketing Education Conference was held in the Portland Hilton Hotel, Portland, Oregon, August 11-14. The Conference was sponsored by the Association's Marketing Education Division. Its theme was Marketing Contributions to the firm and to Society.

Almost 500 marketers from all over the United States, Europe, Africa, and Canada attended the Portland Hilton Conference. Attendees included A.M.A. Members, Marketing Educators, Marketing Researchers, Marketing Analysts, Marketing Managers, Administrators, Consultants, and Marketing students.

The Conference programme was composed of five interest tracks consisting of the Education track and four competitive tracks. Research Methodology, Chaired by Professor Leonard J. Pearsons, of Claremont Graduate School. The Buyers Behavior Track, chaired by Professor Henry Assael, of New York University; Marketing Management Track, chaired by Professor George S. Day of Stanford University; and the Macro-Marketing, chaired by Professor Shelby D. Hunt of the University of Wisconsin at Madison.

These chairmen selected papers and invited the 67 reviewers who evaluated the submitted papers for the Education Conference.

The group included persons from 42 Universities and four business firms. Papers selected for the Conference are of high quality, the selection being made from a total of 250 papers submitted of which only 36 per cent were accepted for presentation at the Conference.

The most important session of the Conference was the Education Track.

Issue: Marketing Education at Community Colleges.

Dr. Herman R. Ogg
Director of Marketing
Butler County Community Junior College

El Dorado, Kansas

Dr. Ogg delivered his presentation entitled, On a Post-Secondary Comprehensive Marketing Program. Dr. Ogg described a marketing program at the Butler County Community Junior College, El Dorado, Kansas four years ago and has been undergoing continuous development and research were completed by Dr. Ogg before the program was actually started.

Dr. Ogg's twenty years of successful business experience convinced him that education was not fulfilling the needs and requirements of business and industry. His paper summarized briefly the initial purposes and objectives of the program. The basic purpose and objectives of his program was: 1) To provide the student with basic concepts of the many facets of business and

industry commensurate with his abilities, desires, and ambitions.

2) To provide the student with specialized learning situations to qualify him for positions in business and industry requiring specific knowledge and/or training, and 3) To provide a basic and background for additional academic work toward advanced degrees. 4) To assist the student in his personal development, career exploration, and determination, and expansion of his interests in related fields, the arts, humanities, science, and society. Basic problems said Dr. Ogg, were classified into factors.

(a) Student Career Indecision "A majority of students entering the post-secondary level of education have not had the opportunity to adequately explore and determine the various career opportunities in the area of marketing; many have nebulous idea of some career field, but they have not experienced or been oriented and informed of the requirements, the advantages, restrictions, and the activities involved in their goals. Actual study and work experience in the career field or a closely related area, will many times introduce obstacles or work situations which completely disillusion them, and they must then search for other areas of interest."

(b) Inadequate incentives and motivation "Many students have not developed a personal incentive or the necessary motivation to actively pursue any particular course of instruction; they are attending College just to have something to do; their parents want them to go; it's easier than working; their friends are going; some are looking for a mate (temporary or permanent); it's a social setting with wine, women, and song."

(c) Need for personal development "Many institutions of higher education apparently consider that a high school diploma or an Associate Degree means an end to the student's personal development. He is required to take a course in general psychology, but not given credit for a course in human relations, because it's for the v-tech students. Business and industry have realized that a continuous program of personal development is a necessity for efficient and progressive administrators. The post-secondary student vitally needs considerable assistance in the area of individual improvement and development."

(d) State and Federal Restrictions "Many cooperative training programs are started only because of the availability of federal and state funds. Purposes and objectives are clouded by the anticipation of free money and an opportunity to expand the curricular offerings. The grants carry many frustrating and inadequate rules and regulations which are inherently contradictory and restrictive.

For example, one of the requirements is the stipulation that a minimum of seventy-five percent of the students completing a DE or Marketing program must be working full time in the area in which he was trained, the first year after completion of the program. This ludicrous requirement penalizes the students and the institutions which are instrumental in providing the incentives for additional education. This restricts post-secondary programs to the terminal-type and could minimize the effectiveness and advancement of the programs for those students capable and desirous of continuing their education. Many of the major merchandisers require a baccalaureate degree before they will accept an individual for executive management training.

(e) Individual goals, interests, aptitudes and abilities, varied socio-economic backgrounds, education and training. "In order to adequately provide the necessary learning experience for each individual, it is necessary to provide specialized training material for the various categories of business and industry. Students' interests and goals range from retail store operations to fashion designing, beef marketing production, advertising and promotion, banking and finance, men's and ladies clothing, real estate and insurance, sporting goods, hardware, international trade, mortuary science, etc. Each student should have the opportunity to investigate and

learn the basics for his intended future while he is still at this educational level.

(f) Business environment screaming towards automation and mechanization Dr. Ogg said that "We are in danger of becoming a society of automated, non-thinking entities anticipating that our problems will be solved by the computer. The age of personal contact and association is being replaced by the machine, we are vulnerable and in many cases incapable of individual reaction—let the computer make our decisions. Our society is almost on the verge of non or at least reduced interaction, and many of today's students are existing in a stage of automated limbo waiting for someone to push the button."

(g) Change and Adaptability "The only permanent thing in our present society is change," said Dr. Ogg; Our technological advances are producing drastic changes in our personal lives, our work situations, our methodology, and our thinking. The individual that cannot adapt to his ever changing environment will possibly be one of the psychiatric problems of tomorrow. We must provide training for personal understanding and adaptability if our students are going to become an asset to themselves and society. Too restrictive training can preclude the students ability to transfer this knowledge to related or similar areas.

(h) Approaching era of enforced conformity and accepted mediocrity. "Centralization of funding and

programming on the federal and state levels is directing our educational goals toward a uniform, mediocre, automated type of instruction. Standardized learning packages for all phases of work situations in marketing and distribution have been developed, and some areas are requiring their acceptance and use. This is another example of the automated philosophy for standardized learning in both the manipulative and cognitive skills rather than individualized development in the area of conceptual thinking and understanding.

(i) Academic VS Vocational - Technical Training Dr. Ogg said that, "There are some of us in the educational field who are so blinded by our own cupidity and so selfishly engrossed in our own narrow disciplines that we fail or refuse to recognize the inter-relationships and over-view of the educational concepts. In many areas, the very term vocational connotes inferiority and sub-standard ability. Some academicians maintain the purist theory of education with complete disregard for any practical application. They fail to differentiate between the application of academic knowledge and the narrow disciplinary research activities. Students need a wide range of knowledge; they need to understand the relationships and applications of the various disciplines; they need to learn to appreciate the personal value and use of the various divisions of our educational offerings. Dr. Ogg then narrated his marketing program in detail that includes such courses as Salesmanship, Principles of Advertising, Business Management, Merchandising and Individual Student Research. His methodology: "As a means of making their course relationships meaningful, a 'core' or block-type of curriculum was developed. the schedule of a three hour block of time for the three different courses makes it possible to actively demonstrate the close relationships and inter-actions of the different courses, and 'no bells ring' to signify the end of the course."

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1974-75 PERFORMING ARTS
MUSIC SERIES SCHEDULE

1. Vermeer Quartet "Alert forceful playing" N.Y. Times Sunday Sept. 29th 7:30 PM
2. The Chicago Children's Choir-Conducted by Christopher Moore, "Remarkable tone quality" and "It's like Magic" Sunday October 27th 7:30 PM
3. Abraham Stokman; concert pianist-"Abraham Stokman...an excellent pianist"-TIME Magazine. "Reflective, sensitive playing" N.Y. Times. Sunday November 24th 7:30 PM.
4. The Windy City Woodwind Quintet and the Chicago Brass Quintet. "A scintillating performance in every respect" - Toledo Chronicle. Sunday January 26th 7:30 PM.
5. Contemporary Chamber Players of the University of Chicago-March date to be announced.
6. Lyric Opera School presents A Concert Opera "The most exciting recent development to take place in local opera history"--Thomas Willes, Chicago Tribune.

concert series

A performing arts music series of six concerts for the south suburbs will open September 29 at Governors State University, offering "discussion, performance, and meeting the artists."

Only 300 season tickets will be offered for students, community, faculty, and staff. Season tickets will be \$12.50 for adults and \$8 for students. The price will be \$3 for GSU students with I.D. card, due to a subsidy by the university student affairs office to help defray costs and make tickets available at a minimum cost.

Further information may be obtained by telephoning Marilyn Miller of the College of Cultural Studies at Governors State University, (312) 534-5000, extension 2458 or 2454.

Concerts will be at 7:30 p.m. in the GSU theater, with unreserved seating in the round:

Due to the subsidy of the Student Services Advisory Committee we are able to offer the first 150 students that sign up for the Performing Arts Music series a series subscription for \$3.00 for the entire six concerts. This price also includes the lecture-demonstration and the reception following the concerts. I.D. cards must be presented at the door. In addition; 100 tickets at the regular low cost of \$12.50 for 6 concerts are being set aside for a limited period of time for the friends and families of G.S.U. students.

These tickets will be available in the Students Affairs Office only until September 20th. Any tickets not sold then will be released to fill the "waiting list" for the public.

For information please call 534-5000 extension 2458. If you are interested in attending these concerts, we urge you to buy your tickets as soon as possible. Remember, you must show your student I.D. card or proof of registration to the student services office. They will issue you a approval slip to be presented to the cashiers office.

Since the cashier's office closes at 5 PM we are having a ticket seller available outside admissions office from 5PM to 8PM on the following dates:

Tuesday Sept. 10th
Wednesday Sept. 11th
Tuesday Sept. 17th
Wednesday Sept. 18th

We sincerely hope these dates are convenient for night students. Thank you and see you at the concerts.

Financial Info

Gov. Walker recently signed legislation providing additional scholarship aid to college students, including a new program of financial help for part-time students in public and private schools.

The scholarship aid legislation permits part-time students who meet other scholarship criteria to get state aid if they are taking at least six credit hours of study. Walker said Illinois is the first major industrial state to give scholarship aid to part-time students.

The legislation, sponsored by Rep. Eugenia Chapman (D-Arlington Heights), also extends scholarship eligibility to students enrolled in a fifth year of undergraduate study. Previously, Walker said, such students were ineligible for aid.

Another provision of the legislation increases by \$50.00 the maximum annual grant available from the state scholarship program. Previously, the maximum was \$1,300.

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GIGO

Remember the rule,
The unvarying rule;
The rule only fools
Disregard:
GIGO.

The input must be
Clean, my friend
Or the output will mean
Trash:
GIGO.

The input wires
Will convey the program
Even a quick, dirty
Program:
GIGO.

For you know that computers
(Also known as moronic transformers)
Are incapable of making
Judgments:
GIGO.

Those data you get
Will be completely dependent
On the data fed
In:
GIGO.

I look at the wreck
Of the re-crushed bones,
Pulp and marrow
Smashed beyond relief.
Blistered sores
No longer healed
Are bubbling pustules.
I look and pick and poke
And find:

Shredded letters,
Bottle caps,
Old glue
Gone chalky-dry
And aching
To be used
To fill in cracks.
I peek and seek
And pack the knuckles
Gently - the trash you save may be your own.

The black board tells it all:
The start determines
The distant
End:
GIGO.

And, in summation,
I am reminded to address
The age-old problem of GIGO:
Garbage In - Garbage Out.

Isolation/Mr. Bones

You are all over, my friend;
I can feel you,
Covering me.

I reach out and touch
The cooling
Damp of your flesh.

They do not see you.
They are sitting in the same
room,
Sharing this airy atmosphere,

Talking, laughing and drinking;
And if I take their hands,
Pressing them to your form,

They cannot
Touch you.
You are sitting there,

Grinning
And mocking me.
And only I can see you.

Ruptured relationship

Today, at last, you began to die in
me,
For me, multiply, round me,
beneath me.
It started just a few minutes ago.
And when I realized what was
happening

The pain hurt deeper.
I tried to walk through it and
almost drowned.
I've never learned
To swim.

So, instead of dying, I
remembered you
And found your pictures.
(The ladybug on the table just
crawled on your nose - does that
tickle you?)

I have these pictures,

Taken the day you left,
Taken in other people's houses,
With other people's furniture,
And I was wearing other people's
clothes -

The world is filled with other
people's people.
And you -
Of course, you -
Are one of them.

So all I have are these pictures,
Pictures born of desperation,
Inspiration to Seize the Day
And hold your image fast.

You were leaving, gone, leaving
me forever,
And all I could do was click your
picture,
Faster and more.
(It was the day when all days
returned.)

After so much closeness and
sharing,
(All our tenderness and warmth,
all the love in the world,
That couldn't have saved us),
You needed an airing.

You'd given me everything,
Even your blessing,
Even a decent burial to hug to me
After the mask cracked

And you'd wiped my tears
And laid my fears, my self,
To rest.
I still love you for that.

Later, when I looked at the floor
And saw
The remains of my solitary retch,
I saw

It was the day when all days
returned.
And I was alone,
In another person's house
I'd borrowed from another
person's person.

Life is like that.
Yeah, baby, you bet it is!

Now when I see you
You're gone,
Dead and gone,
Buried

Beneath the smile and small talk,
Your very small talk
From delicate bones.
You've vanished.

It's green -
It's obscene.
I look at the price tag
And scream.
It's now in my kitchen.
I see it and have the mean
Reds.

Play me a lullabye, Sam

I lie me down to
Lie with solitary lies.
It used to be so easy;
I was used to it.

Long ago, in my tiny bed
With skinny, tallest windows
In my room
I'd pretend it would be all right.

Scott Fitzgerald put himself to
sleep
For years
With dreams of winning the game
For Yale.

He played and played and played.
And Sam played it, again and
again,
So it all turned out all right.
Despite the Nazis and

The fog -
And we believed in it.
It was easy then to dream
yourself
To dreams.

But, there was one time -
In a distant reality,
Thighs within thighs,
Tongues within gentle (yes)

When, for once,
I did not feel violated,
Alienated -
All it takes is once to set up
strain.

So now I stare, frightened at the
ceiling and
Hearing the clock whirr.
Ah - there's a good one
To build sense and confidence.

That clock - now notice
Its superior design, the
Clean, chrome lines,
Its automated whirr as the
numbers click in

With digital accuracy.
Why, it has a heart
And that is its beat!
Yes, that clock

I bought with my own money
(When there wasn't any.)
But I loved it and I bought it -
And someday -

But there are no someday, there
is only now.
And there are no rewards and
God himself is busy
Collecting unemployment.

God will not reward you
someday.

So, listen to the clock and take
Deep breaths;
Think strong thoughts
Or do not think at all.

Let's play it, Sam, it's about
time,
Which, they do say,
Goes by.

Therapy

In April it will be
Two years:
Two of us,
Twitching, trying:
You: "I wonder if maybe..."
Me: "How did you lose your hand?"

Why the need to know,
To grieve
For grievous losses?
Ache can still pervade and
Cut black, stone trenches
That threaten
Snow foundations.

What will happen
If I dare to let go,
Dare
To trust:
I'm afraid
I'll melt
Like old, dirty snow.

So I look down at my
Bracelets and rings,
Wondering:
What was the hand I lost?



The condition of . . .

The condition of an electrical circuit
Can be OFF or ON
But it must be
One or the other.

Punched cards pass between the
Electro-sensitive brush and roller.
When a contact is made
Through a gap

In the insulated car
The condition
Is
ON.

Did we ever make contact?
Or was it some freak show
We put on,
You and I,

Sham man, shaman man,
Rag-tag man made
From old paper clips
And chewed rubber bands.

Where are you, what are you now?
What new short circuits
Are you effecting
In delicate nervous systems

Attuned to honesty?
What tacit promises
Have you shattered,
What new fish is

Flapping on your
Hook
Baited
With a plastic worm?

How have you programmed
Your new fishy-wishy,
Baby,
Love?

Wishy-washy fishy-wishies are constant,
While I am your variable, your odd integer;
If I vary, I can never be
Real to you.